

— Knowledge Brief —  
Quadrant Knowledge Solutions

Customer Experience & Commerce  
SPARK Matrix: Voice of the Customer  
(VoC), 2023



An Excerpt from Quadrant Knowledge Solutions  
"SPARK Matrix™: Voice of the Customer (VoC), 2023"

## **Pisano is Leader in SPARK Matrix: Voice of the Customer (VoC), 2023**

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Voice of the customer (VoC) is a crucial aspect of modern business that involves gathering, analyzing, and leveraging customer feedback to improve products, services, and overall customer experiences. As companies strive to stay competitive in today's dynamic market, understanding and meeting customer expectations has become more important than ever. VoC programs provide valuable insights into customer preferences, needs, and pain points, allowing organizations to align their strategies and offerings accordingly. By adopting VoC initiatives, organizations can cultivate stronger customer relationships, enhance their brand reputation, and ultimately drive growth and profitability. Through this comprehensive overview, we will explore the key components of VoC programs, their benefits, implementation strategies, and best practices for effective utilization to empower organizations to listen attentively to customers and achieve sustainable success in an increasingly customer-centric landscape.

With the rise in data sources and customers expressing their feedback, pain points, and reviews across multiple channels, gathering and analyzing such huge volumes of data is becoming a cumbersome task for enterprises. This challenging process engenders the need for VoC tools and platforms. They empower organizations to derive more value from multiple data sources in an omnichannel environment and optimize engagement strategies to meet customer experience (CX) needs. However, the emergence of social media and digital platforms introduced new avenues for capturing real-time customer sentiments. This transition enabled companies to realize the importance of leveraging VoC solutions to extract valuable insights from vast amounts of customer data and enhance their understanding of customer needs and expectations.

The future of VoC holds great promise as organizations recognize its significance in driving customer-centric strategies. As customer expectations continue to evolve, organizations are increasingly investing in advanced technologies and tools to capture, analyze, and leverage customer feedback. AI and machine learning (ML) algorithms are being employed to automate the analysis of large volumes of customer data, allowing for real-time insights and predictive modeling. Natural language processing (NLP) and sentiment analysis are being used to extract valuable information from unstructured data sources, such as social media, online reviews, and customer service interactions. Additionally, organizations are

adopting omnichannel feedback mechanisms, integrating feedback from various touchpoints, such as mobile applications, chatbots, and voice assistants, to gain a comprehensive understanding of customer sentiments and preferences.

Furthermore, organizations are investing in personalized and interactive feedback methods to enhance customer engagement and response rates. They recognize the value of VoC in shaping their innovation strategies. By actively involving customers in the ideation and development processes, companies can co-create products and services that meet customer needs and desires precisely. This customer-centric approach is becoming a competitive advantage as organizations strive to deliver exceptional experiences that differentiate them from competitors. Overall, the future of VoC is characterized by increased sophistication in data collection and analysis, the integration of emerging technologies, and a deep-rooted commitment to customer-centricity. By investing in VoC initiatives, organizations can gain a competitive edge, foster stronger customer relationships, and drive sustainable growth in an ever-evolving marketplace.

Quadrant Knowledge Solutions defines a VoC platform as “an integrated and comprehensive voice of the customer solution that collects customer feedback (direct, indirect, and inferred) across various data sources in a multichannel environment, offers customer insights for analysis, and operationalizes customer experience insights. With effective execution, VoC tools can provide a robust CX framework to deliver improved customer experiences based on in-depth analysis of customer feedback.”

The following are the key capabilities of Voice of the Customer (VoC) platform:

- **Collection of Omnichannel Customer Feedback:** A VoC platform collects customer feedback (including customer preference, behavior, and satisfaction) from multiple channels, such as email surveys, SMS, interactive voice response (IVR), kiosks, phone interviews, in-app feedback, and WhatsApp surveys. Moreover, the platform captures comprehensive VoC data, including direct, indirect, and inferred customer feedback. Additionally, it collects structured customer feedback that organizations typically capture through customer surveys and unstructured data, including feedback from social media, customer care interactions, comments, and scores from various review sites, transactional and behavioral data across various channels, and touchpoints. The platform allows organizations to engage with customers and conduct surveys through multiple channels, including web, telephone, offline, computer-assisted personal interviewing (CAPI), paper survey software, mobile,

and SDKs. Depending on the vendor's capability, the platform may support mapping these omnichannel feedbacks to customer personas and touchpoints across their cross-channel journeys.

- **Survey Designing and Authoring:** A VoC platform offers a native survey designing tool that allows users to create sophisticated and personalized feedback surveys. The platform offers pre-built, customizable survey templates and questionnaires for every step of the customer journey. It may also be equipped with survey logic support to fit the right survey with the right group of respondents. Moreover, the platform allows users to author and deploy surveys across various channels, including emails and messages. Additionally, the platform allows users to monitor the respondents' actions and overall survey performance in real time from a single place. Depending on the vendor's capability, the platform supports engaging survey creation for voice of the employee (VoE), voice of the market (VoM), and voice of the business (VoB) requirements, along with VoC, by leveraging multiple feedback methods. The vendors also offer multilingual support that enables organizations to create surveys for global audiences.
- **Action Management and Case Management:** A VoC platform offers an action management capability to facilitate closed-loop feedback. The platform monitors VoC survey results and automatically flags and assigns customer issues to the respective departments and employees. It allows users to manage customer cases by assigning them to the respective customer care managers and follow up with the individual customers. Additionally, it enables users to classify customer issues and root causes to generate reports. Further, the platform should generate automated alerts for customer complaints based on the captured customer feedback. It also allows users to set up alerts and notifications to enable users or employees to resolve customer issues proactively.
- **Data Analysis, Dashboarding, and Reporting:** A VoC platform offers real-time customer insights regardless of the nature of feedback, either structured or unstructured, collected across multiple channels, enabling teams to monitor survey progress and analyze the data. Moreover, the platform facilitates data integration from various other business systems, including CRM, ERP, or financial systems, to enable users to understand customer feedback comprehensively, map customer feedback to business KPIs, and prioritize business improvements. It also offers data

analysis tools that allow users to analyze, visualize, and explore VoC data with custom or pre-built reports. A VoC platform offers role-based access for organizations' cross-functional teams. The platform enables users to create and customize role-specific, flexible dashboards/visualizations and reports. It should offer drag-and-drop features that allow users to easily build dashboards and reports in real time and monitor KPIs.

A VoC platform should also offer advanced reporting capabilities, enabling users to build sophisticated dashboards with data and visualizations by leveraging key driver analysis, trends and correlations, and predictive, text, speech, & cross-data analytics. Many VoC platform providers offer analytics and AI-powered insights that automatically convert text and speech from surveys into actionable insights. The platform leverages text and speech analytics to capture unstructured data from direct and indirect customer feedback sources across multiple channels. The platform's speech analytics capability automatically transcribes and analyzes calls, enabling organizations to identify areas of concern. It leverages predictive analytics to predict customer behavior and actions, build customized models, and help organizations create marketing goals. The platform should also offer a web analytics capability that captures real-time customer behavior, enabling users to uncover hidden challenges. VoC platform providers should also offer mobile data reporting tools that allow users to quickly analyze reports and take necessary actions irrespective of location.

# SPARK Matrix™: Strategic Performance Assessment and Ranking

Quadrant Knowledge Solutions’ SPARK Matrix™ provides a snapshot of the market positioning of the key market participants. SPARK Matrix™ provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors concerning various performance parameters based on the category of technology excellence and customer impact. Quadrant’s Competitive Landscape Analysis is a useful planning guide for strategic decision makings, such as finding M&A prospects, partnerships, geographical expansion, portfolio expansion, and others.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make SPARK Matrix™.

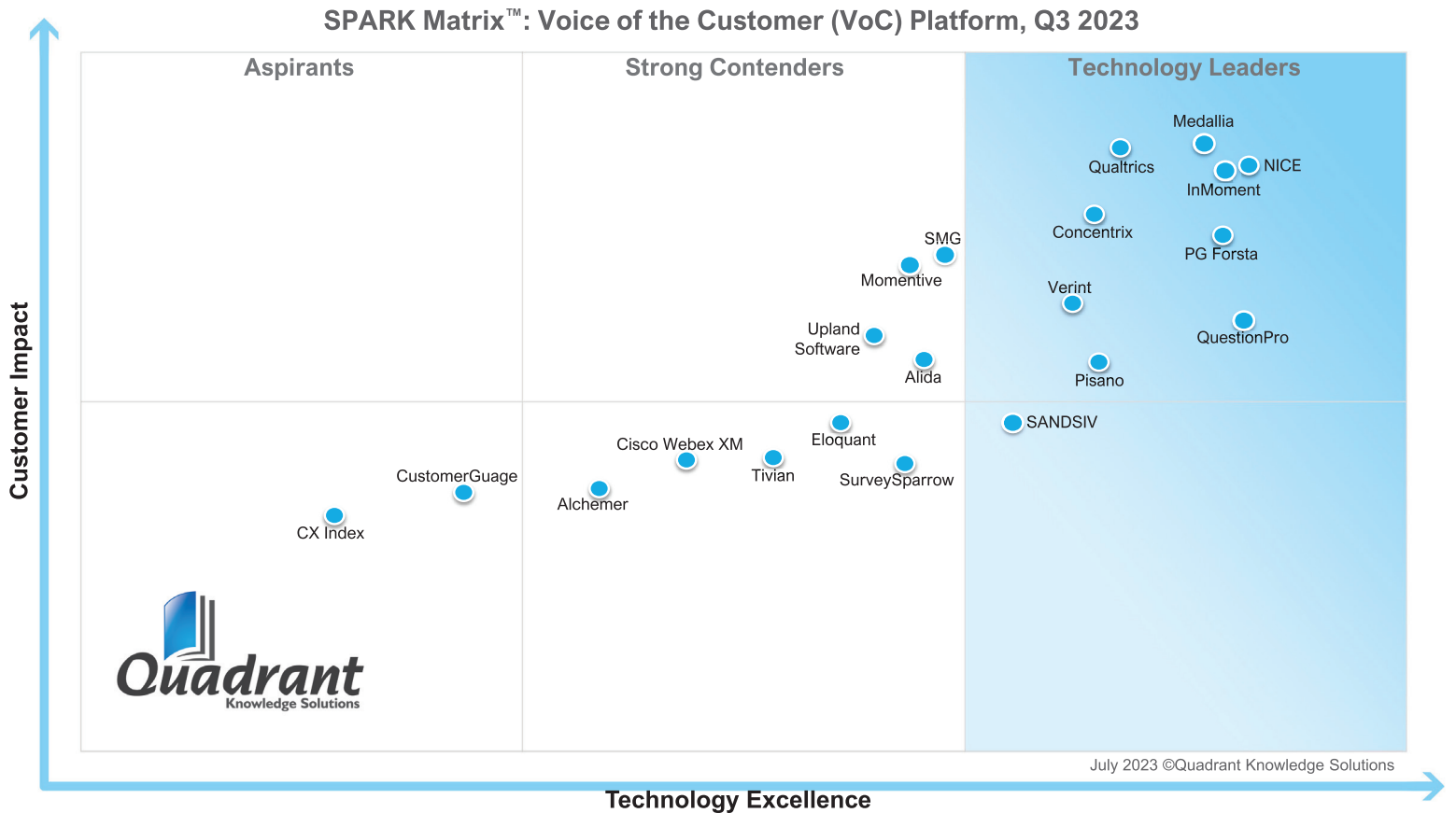
Technology Excellence	Weightage
Sophistication of Technology	20%
Competitive Differentiation Strategy	20%
Application Diversity	15%
Scalability	15%
Integration & Interoperability	15%
Vision & Roadmap	15%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

# SPARK Matrix™: Voice of the Customer (VoC)

## Strategic Performance Assessment and Ranking

**Figure: 2023 SPARK Matrix™**  
(Strategic Performance Assessment and Ranking)  
Voice of the Customer (VoC)



## Vendor Profiles

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Following is the profile of the leading Voice of the Customer (VoC) vendor with a global impact. The following vendor profile is written based on the information provided by the vendor's executives as part of the research process. The Quadrant research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed vendor profile and analysis of all the vendors, along with various competitive scenarios, are available as custom research deliverable to our clients. Users are advised to speak directly to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult Quadrant Knowledge Solutions before making any purchase decisions regarding Voice of the Customer (VoC) technology and vendor selection based on research findings included in this research service.



# Pisano

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**Establishment Year:** 2015

**Headquarter:** London, England

[Pisano](#) is a voice of the consumer (VoC) software provider that helps companies collect, analyze, and act on consumer feedback. Its platform collects feedback from various sources and uses advanced analytics and machine learning (ML) algorithms to derive meaningful information. It supports proactive interaction, assuring rapid client issue resolution and creating trust and loyalty with a focus on closing the loop with consumers. Further, it enables organizations to make data-driven decisions, improve their goods and services, and provide extraordinary customer experiences using consumer feedback. The company has a presence across various sectors, such as BFSI, telecommunication, eCommerce, retail, transportation & media, healthcare, entertainment, food & beverages, manufacturing, gaming, and the government & public sectors. Pisano has a strong presence in the Middle East. The company also has a customer base across Europe.

## Platform Overview

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**Product Name:** Pisano VoC Software

Pisano's VoC software helps firms acquire vital insights from client input. It provides a comprehensive platform to gather, analyze, and interpret consumer feedback data. This enables organizations to gain a deeper understanding of their consumers' wants, preferences, and pain spots, resulting in better decision-making and increased customer satisfaction. The software's capacity to collect feedback via several channels, such as surveys, forms, and social media, offers a comprehensive picture of client sentiment.

Furthermore, Pisano's VoC software is notable for its strong analytics capabilities. The software applies complex algorithms and ML approaches to find trends, patterns, and correlations in the feedback data. This enables companies to gain meaningful insights and make data-driven decisions to improve their products, services, and overall customer experience. The software's interactive dashboards and visualizations display data effectively, allowing stakeholders to quickly understand the essential implications.

Furthermore, Pisano's VoC software emphasizes the significance of closing the loop with clients. It helps organizations communicate with customers proactively, acknowledging their input and making necessary modifications. The software's automated processes and ticketing system allow efficient communication and collaboration across departments, resulting in timely and successful client complaint resolution.

Overall, Pisano VoC software provides a powerful and comprehensive solution for firms looking to harness client input as a strategic asset. Its data collection capabilities, extensive analytics tools, and focus on closing the loop make it an invaluable tool in achieving customer-centric and continuous development.

## **Analyst Perspective**

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Pisano's platform provides a full set of tools and capabilities to capture and manage consumer feedback. Organizations can collect feedback through various channels, including surveys, questionnaires, and social media connections, assuring an extensive spectrum of client input. The feedback data is then processed and analyzed using advanced analytics techniques, such as ML algorithms, to extract important insights and find patterns and trends.

Pisano's platform also includes interactive dashboards and visualizations, allowing customers to readily explore and comprehend feedback data. These simple graphics help stakeholders understand key findings, identify areas for development, and make data-driven decisions. Furthermore, by supporting proactive communication and follow-up actions, the platform emphasizes the significance of closing the loop with customers. Automated workflows and ticketing systems ensure that customer issues and concerns are promptly addressed, enhancing customer satisfaction and loyalty.

Furthermore, Pisano's platform offers integration capabilities with other business systems, such as customer relationship management (CRM) and helpdesk software, enabling a seamless flow of data and fostering collaboration across departments. The platform also supports customization, allowing organizations to tailor the feedback collection process, surveys, and reporting to align with their unique requirements and branding.

Overall, Pisano's platform provides a comprehensive solution for organizations to capture, analyze, and act upon customer feedback, enabling them to make data-driven decisions, improve customer satisfaction, and drive continuous improvement.

## Technology Differentiators

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Pisano's technology differentiators are its platform's scalability and deployment flexibility. The company also provides in-house text analytics in over 40 languages and prediction & advanced analytics. The platform also provides a single view of customers with built-in integrations and a close-the-loop mechanism. Pisano has also made various feature developments in its VoC offerings, including enhancements in workflow orchestration that help organizations automate and orchestrate repetitive tasks, such as categorizing & syncing data, triggering customer engagement sequences, and alerting managers.

The company's Quadrant Chart helps organizations identify the feedback collected in addition to numerous variables, such as NPS, CSAT, or sentiment score. The Quadrant chart facilitates different filters for metrics & channels and provides options to innumerable charts.

The Impact Simulator leverages advanced analytical models from the Quadrant Chart and AI-powered predictions of the Insights module that enhances the analysis capabilities. Organizations can obtain NPS data from the past and estimates for the future of this metric using tools, such as trend graphs, for various time periods. Content categorization and training offering allow organizations to process data to categorize the feedback in business tags through their training rules and mechanisms.

## Market Differentiators

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Pisano's market differentiator is its integration capabilities, as it provides a VoC platform that is easy to integrate with other legacy systems. The company has its go-to-market strategy in place for specific industries and regions. Pisano also tends to offer total experience in its projects, which helps organizations leverage their automation and adoption features to be experience-centric. Pisano experiences various benefits through its channel partners, including Microsoft, and soon Salesforce, and Zendesk.

## Roadmap

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Pisano has planned its technological advancements in NLP & text analytics, reporting & analytics, and close-the-loop mechanism. Further, updates in its VoE (EX) solutions and Xpress solution to increase its reach in mid-market segments. Pisano continues focusing on development in BFSI, retail, transportation, and healthcare.